LISTING OF CLAIMS

1. (Original) A system for the exchange of digital content, comprising:

a disassociated computer code segment embodied in a tangible medium; said computer code segment expressing said digital content; said computer code segment further embodied in an electronic format that supports content scarcity and content authenticity;

a header identification code that uniquely identifies said computer code segment;

an optional lock and key mechanism to limit access and impose password protection on said computer code segment;

a computer code segment graphic identification code that may include any of an audio visual logo, a copyright notice, and company information;

multimedia data that may include any of animation, video, pictures, sounds, and text;

optional pointers to external data and programs embedded in scripts that trigger the display of external media and/or run external applications;

optional utility programs;

optional applications, including any of incomplete linkable code segments and utilities; and

an optional user writable area for any of personalization, messages, voice recording, and image storage.

2. (Original) The system of Claim 1, said utility programs further comprising any of:

copy protection schemes, print drivers, telecommunications protocols, and self destruction routines.

3. (Original) The system of Claim 1, wherein said computer code segment is transportable across a wide range of digital media, including CD-ROM,

networked servers, fixed discs, floppy discs, data cards, writable optical storage, and RAM.

4. (Original) The system of Claim 1, wherein said computer code segment employs timing to generate scarcity in any of the following ways:

said computer code segment self-destructs and/or self erases after a given time has elapsed;

said computer code segment is made available for limited times on on-line systems; and

said computer code segment is time stamped.

5. (Original) The system of Claim 1, wherein said computer code segment is copy protected to limit the number of times said computer code segment can be used or copied.

6. (Original) The system of Claim 5, said computer code segment further comprising:

public-key/private-key encryption means for detecting illegal copying.

7. (Original) The system of Claim 1, wherein said computer code segment is randomly distributed in partial sets.

8. (Original) The system of Claim 1, further comprising:

a runtime engine that must be present in a local computing device for a user to use said computer code segment, said runtime engine including media handlers and display routines, a timing mechanism, display management, and input handlers.

9. (Previously amended) A system for the exchange of digital content, comprising:

a disassociated computer code segment embodied in a tangible medium;

said computer code segment expressing said digital content;

said computer code segment further embodied in an electronic format that supports content scarcity and content authenticity; and

wherein said digital content comprises any of sports material, game material, and entertainment material

10. (Canceled)

11. (Original) The system of Claim 9, further comprising:

at least one digital content library; and

means for organizing, sequencing, and customizing said digital content from said at least one digital content library.

12. (Original) The system of Claim 9, further comprising:

at least one album of computer code segments, wherein said at least one album is used for management and collection of any number from a few up to thousands of computer code segments that an end user has collected.

13. (Canceled)

14. (Canceled)

15. (Canceled)

16. (Canceled)

17. (Canceled)

18. (Canceled)

19. (Canceled)

20. (Canceled)

21. (Canceled)

22. (Canceled)

23. (Canceled)

24. (Canceled)

25. (Original) A system for the exchange of digital content, comprising:

      a disassociated computer code segment embodied in a tangible medium;

      said computer code segment expressing said digital content;

      said computer code segment further embodied in an electronic format that supports content scarcity and content authenticity; and

      said computer code segment further adapted for use in a system comprising a display system, a housing, software, a power source or input, a CPU, and an LCD display.

26. (Previously amended) A system for the exchange of digital content, comprising:

      a detached data segment embodied in a tangible medium;

      said data segment expressing said digital content;

      said data segment further embodied in an electronic format that is shared with at least one other data segment and that supports content scarcity and content authenticity;

      said data segment further comprising a header identification code that uniquely identifies said data segment;

a data segment graphic identification code associated with said data segment that may include any of an audio visual logo, a copyright notice, and company information; and

multimedia data associated with said data segment that may include any of animation, video, pictures, sounds, and text.

27. (Previously amended) The system of Claim 26, further comprising:

a lock and key mechanism associated with said data segment to limit access to and impose password protection on said data segment.

28. (Original) The system of Claim 26, further comprising:

pointers within said data segment to external data and programs embedded in scripts that trigger the display of external media and/or run external applications.

29. (Previously amended) The system of Claim 26, further comprising:

any of utility programs; and

applications, including any of incomplete linkable code segments and utilities.

30. (Previously amended) The system of Claim 26, further comprising:

a user writable area for any of personalization, messages, voice recording, and image storage.

31. (Previously amended) The system of Claim 26, wherein said data segment is substantially media independent.

32. (Previously amended) The system of Claim 26, wherein said data segment is substantially platform independent.

33. (Canceled)

34. (Canceled)

35. (Canceled)

36. (Canceled)

37. (Canceled)